

*RJReynolds*  
Tobacco Company

ELECTRONIC MAIL

September 22, 1995

**JACK GEETING**  
Account Executive

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TO: ALL ROU'S - PLEASE SEND TO ALL RETAIL MANAGERS WITH  
K-MART STORES AND COPY APPROPRIATE DM'S AND RSM'S

SUBJECT: K-MART - CID #0002-00-00  
CO-MARKETING PROGRAM - OCTOBER 16 - NOVEMBER 5

Ladies and Gentlemen:

Although details have not been finalized, K-Mart is planning a 40-carton distribution of Winston and Salem products the week of October 9, 1995. The product will be displayed on a front end "bargain table" to support a \$3.00/30¢ price reduction from October 16 - November 5, 1995.

Please schedule your Retail Reps to call on all K-Marts beginning the week of October 9th to ensure displays are built and POS is placed to take full advantage of the October 16th start date.

Additional details will follow. Thanks for your help.

Sincerely,

*Jack*  
Jack Geeting

cc DM's  
RSM's  
AVP's  
Dennis Bellinger

Sales	Retail
1221 1, 3, 4, 5, 6	1222 20, 21, 25, 26
1222 3, 8	1223 20, 21, 22, 24, 25, 27, 29
1223 2, 3, 4, 5, 6, 9	1224 20, 21, 23, 24, 26, 28, 29
1224	1225
1225 2	HOM
1226 2, 3, 4, 5	PC SC
1229 1, 2, 8	MC PA
1240	
1244	RSM RBM

51853 3470